



We, as women, innovate every day. The only way to stay in the game is by discovering smarter ways to do everything. But imagine if your brainwave transformed your community or created a vision for the future. Our campaign celebrates such ideas and the women behind them. We bring you their inspiring stories in every issue. And if you already have a Big Idea or know of someone who has, write to us at femina@wmm.co.in with 'What's The Big Idea' in the subject line. Happy inventing!

GEEK'S REVENGE!

Imagine being able to access a virtual bazaar of 7,000 software programs, some for as little as \$1 (Rs 45)? Thanks to Purnima Varadrajan and her company iPOTT, this is now a reality. By **Madhuri Velegar K**

Ten minutes into meeting Purnima Varadrajan, the 36-year-old CEO of iPOTT, in her Bangalore office, you know that she's a geek. She laughs and admits that she's studied finance, but her obsession with computers pulled her into the IT industry. "I was always checking out new interesting software, and tried out new programs much before all my friends," she says. And so, even though she was working with an MNC, she began dabbling in ITES (information technology enabled services). "I spent more than five years advising companies on their software requirements," says Purnima. "I slowly realised that there was a whole lot of software in the

market, but they didn't necessarily find buyers. The reasons were two fold. One, low visibility and, two, the end users often didn't know what software fit their needs. While big players had a field day, small software manufacturers managed to make only limited inroads into the market. That's when I began working on iPOTT."

THE CORE IDEA

Purnima's idea is based on bridging the information gap between sellers and buyers. "I decided to set up an online search company that would make it easy to locate and buy the right software." On her website, www.ipott.com, you'll find information related to software available in India and around the world. iPOTT also provides exclusive services to companies looking to expand their market. These services will eventually change buying trends in the Indian software market, believes Purnima.

